FORM 4	UNITED	STATES SECURITIES AND EXCHANGE COMMIS	OMB APPROVAL							
Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).	onger subject to SectionSTATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP16. Form 4 or Form 5Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Sectionbiligations may continue.Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section									
1. Name and Address of Report	orting Person [*]	2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship Issuer	1 0	Person(s) to					
(Last) (First) 7702 WHITE SWAN ROAD	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 05/25/2011	Check all appli X Director Officer (title belo	(give	10% Owner Other (specify below)					
(Street) GEORGETOWN OH	45121	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person							

X Form filed by One Reporting Person

(Instr. 4)

Transaction(s)

(Instr. 3 and

(City)	(State)	(Zip)	-	Form filed by More Person											
	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned														
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Secu Acquired Dispose (Instr. 3	d (A) or d of (D)	5)	5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial Ownership (Instr. 4)						

V Amount (D)

Code

(A)

Price 4)

	Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)														
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transac Code (Instr. 8		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)				8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option (Right to Buy)	\$ 80.525	05/25/2011		A		5,000		05/25/2011	05/24/2021	Class A Common	5,000	\$ 80.525	5,000	D	

Explanation of Responses:

Kathleen H. Wade under POA on behalf of Charles 05/26/2011 Joseph Koch ** Signature of Reporting

Date

Person

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.